

General Digital Marketing

1. What is digital marketing?
2. What are the main channels of digital marketing?
3. What is the difference between traditional marketing and digital marketing?
4. What are the benefits of digital marketing?
5. How do you create a digital marketing strategy?
6. What are KPIs in digital marketing?
7. How do you measure campaign success?
8. What is a marketing funnel?
9. What is customer acquisition cost (CAC)?
10. What is customer lifetime value (CLV)?

SEO (Search Engine Optimization)

11. What is SEO?
12. What are the types of SEO?
13. What is on-page SEO?
14. What is off-page SEO?
15. What is technical SEO?
16. What is keyword research?
17. Which tools do you use for keyword research?
18. What is keyword density?
19. What are backlinks?
20. Why are backlinks important?
21. What is domain authority?
22. What is page authority?
23. What is a meta title?
24. What is a meta description?
25. What are heading tags?
26. What is a sitemap?
27. What is robots.txt?
28. What is canonicalization?
29. What is local SEO?
30. What is E-E-A-T in SEO?

Google Ads / PPC

31. What is PPC marketing?
32. What is Google Ads?
33. What are the different campaign types in Google Ads?
34. What is Quality Score?
35. What is Ad Rank?
36. What is CPC?
37. What is CPM?
38. What is CPA?
39. What is CTR?
40. How do you improve CTR?
41. What are ad extensions?

42. What is conversion tracking?
43. What is remarketing?
44. What are negative keywords?
45. What is bidding strategy?
46. Difference between manual and automated bidding?
47. What is ROAS?
48. How do you optimize a Google Ads campaign?
49. What is A/B testing in ads?
50. What metrics do you monitor in PPC?

Social Media Marketing

51. What is social media marketing?
52. Which social media platforms have you worked on?
53. How do you create a social media strategy?
54. How do you increase engagement?
55. What is organic reach?
56. What is paid reach?
57. What is influencer marketing?
58. How do you measure social media success?
59. What tools do you use for social media management?
60. How do you handle negative comments online?

Content Marketing

61. What is content marketing?
62. Why is content marketing important?
63. What types of content have you created?
64. How do you create a content calendar?
65. What is evergreen content?
66. What is user-generated content?
67. How do you measure content performance?
68. What is content optimization?
69. What is storytelling in marketing?
70. How do you repurpose content?

Email Marketing

71. What is email marketing?
72. What is email segmentation?
73. What is email automation?
74. What is an email drip campaign?
75. How do you improve email open rates?
76. What is CTR in email marketing?
77. What is A/B testing in email campaigns?
78. What is email deliverability?
79. How do you avoid spam filters?
80. Which email marketing tools have you used?

Analytics & Reporting

81. What is web analytics?
82. What is Google Analytics?
83. What are sessions and users?
84. What is bounce rate?
85. What is conversion rate?
86. What is attribution modeling?
87. What is UTM tracking?
88. How do you create marketing reports?
89. What dashboards have you used?
90. What metrics matter most for lead generation campaigns?

Advanced & Scenario-Based Questions

91. How would you increase website traffic by 50%?
92. How would you generate leads for a new business?
93. What would you do if website traffic dropped suddenly?
94. How would you improve a low-converting landing page?
95. Describe a successful campaign you managed.
96. How do you manage a limited marketing budget?
97. How do you stay updated with digital marketing trends?
98. What are the latest digital marketing trends?
99. Why should we hire you for this role?
100. Where do you see yourself in 5 years?